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**PERSONAL
STYLE**

**PROFESSIONAL
SUCCESS**

FIRST IMPRESSION



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It's waking up when everyone else has gone home that's bad



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Looking Your Best!

BODY SHAPES

b



Body Type b

- Balanced shoulders and hips
- Gains weight in belly
- Fuller waist or muffin top
- Straight figure
- Not too much in the rear

o



Body Type o

- Overly endowed bust
- Rounded on top, bust, and upper midriff area
- Full figure
- Nice legs
- Usually size 14 and up

This Is My Bod:

d



Body Type d

- Gains weight in hips, thighs, and derrière
- Narrow waist
- Narrow to medium size shoulders
- Minimal bustline
- Full bottom

x



Body Type x

- Shoulders and hips are balanced
- Narrow waist
- Gains weight evenly all over
- Ideal weight
- Balanced proportions

Determine Your Real Body Type

X –

You can be a big X or a little X – It doesn't matter. You just want to be balanced.

- Goal is to stay balanced – not too sloppy or too sexy (don't wear things too tight or too loose)
- Straight leg pant
- Fuller tops over skinnier bottoms and more fitted tops over fuller legged pants
- Most styles look great on you but pay attention to your frame size
- Draw attention to the center of your body
- Belts are great
- Wear clothes in the same hue so there's no breaking point.
- Colorful accessories to bring attention inward and upward toward face

B –

Shoulders and hips are the same – no butt – Square look to the body

- No belts around your waist,
- don't tuck in your shirt,
- $\frac{3}{4}$ “ sleeves makes everyone look 10 lb. thinner
- shirts and jackets should always cover the fullest part of your body (they should fall just below the tummy),
- wear v-necks
- shapers are your friend
- Accessorize! (at the neckline to draw attention away from your middle and toward your face and neck) Longer scarves draped in front of your body.
- Flat front pants (relaxed fit or full leg)
- Monochromatic dressing – (super slimming trick)
- Column dressing – wearing 3 pieces of clothing (shirt, pants, jacket) great way to look slimmer! For a “B” – match the colors of the inside pieces (shirt and pants)

D – Narrow shoulders – you want to create balance with shoulders and hips

- Pants with flared leg to balance the hips
- Don't want pants or skirts that hug your hips and thighs
- Stay away from patterned clothing below the waist – keep patterns on top to draw attention to your upper half
- No V-necks for you. Should wear scoop or square necks or blouses with collars to create more balance. Off the shoulder styles are good and horizontal stripes on top are also good. Expand the upper body for balance.
- Shoulder pads
- Belts are good if you don't have a belly (shows off slimmer waist)
- Mid-thigh shapers
- Accessories are a must! Big earrings. Draw attention upward.
- Monochromatic colors are good for you so you don't cut yourself off
- Column dressing – unlike with B's and O's you want to column dress with pants and jacket matching and a “pop” color blouse to draw the eye up and away from your bottom. (You are creating a vertical line.)

O –

If don't dress properly – you see your boobs walking in the room before your face

- Most important item is a proper fitting bra
- Shorter length skirt that falls at knee to show off legs
- Pants with a slight flare – not too wide leg (don't want to look boxy)
- Jackets that don't fit snug around your boobs (swing jackets are good)
- $\frac{3}{4}$ “ sleeve” – takes 10 lbs off of everyone
- Skinny belts
- Prints make a full bust appear smaller
- Camisoles should be a staple. Leave the cleavage at home
- Make sure necklaces don't fall on or into your bustline
- Column Dressing - Same as for the “B” type – inside pieces same color

The 5 B's of Style

- Rule #1** *No Bra Straps.* Don't let yours show anywhere, anytime, even if fashion magazines tell you it's the new trend. It's sloppy.
- Rule #2** *No Bust Exposure.* Don't choose clothes that show your cleavage. Make sure your tops aren't too tight at the bust. Wear the correct bra for your size, and never let your nipples show through your clothes.
- Rule #3** *No Bellies.* Treat your tummy as a private part. You wouldn't even think of showing yours to the world, would you? Guys find bellies very sexy, so don't tempt them with yours.
- Rule #4** *No Bottoms.* Don't wear anything with words written on your bottoms. Don't wear your jeans so low your underwear shows. Don't wear your shorts or skirts too short. Keep them at the length of no more than 2-3 inches above the knee. No one wants to see up your skirt, except those who shouldn't.
- Rule #5** *No Bubbling.* This is what happens to jeans when they are too tight. Check yours by looking at the back of your thighs. If you have ridges and wrinkling in that area, this means your pants are too tight. Try a different style or size or both.

UNDERGARMENTS & HEMLINES

ACCESSORIZING

DOMINANT COLOR CHARACTERISTICS

Dominant Color Characteristics

LIGHT

Naturally blonde hair or white hair (due to changing to this)

Fair skin tone

Light to medium eye color

DEEP

Medium to dark brown hair or black hair

Medium to dark skin tone

Hazel, brown or black eyes

SOFT

Light to medium brown hair, sometimes described as mousy or dishwater blonde

Light to medium skin tone

Medium intensity eye color, like hazel, brown, blue or green

Dominant Color Characteristics

CLEAR

Dark medium brown to black hair

Very fair to light or medium skin tone

Bright eye color (green, blue or hazel) or dark brown

WARM

Red hair or golden blonde or brown hair with reddish highlights

Any skin tone, sometimes with freckles

COOL

Silver, gray or ash brown

Light to deep skin tone, most often with a pink undertone
(but not always)

Blue, green, hazel or brown eyes

Clothing Personality Styles

Pure Natural

Classic Modern

Creative Original

Style Fashionista

Aint Got No Style

The 5 B's of Beauty

Rule #1 *Be yourself.* Dress in what you love and what loves you back.

Rule #2 *Be colorful.* Always wear shades that flatter you and your personality.

Rule #3 *Be satisfied with your body.* Wear the size that fits, not one too small.

Rule #4 *Be respectful.* Ask yourself, “Would this outfit trip up a guy?”

Rule #5 *Be beautiful.* Remember you are amazing exactly as you are!